

## CLAIMS

What is claimed is:

1. A method for delivering a sales presentation, comprising:  
providing a structure for said sales presentation;  
5 generating a plurality of sales messages that are organized according to said structure;  
generating a performance for each of said plurality of sales messages;  
storing each of said performances in a signal bearing media;  
permitting a plurality of company representatives to access said signal bearing  
10 media; and  
having at least one of said plurality of representatives communicate said sales presentation to a prospect.
2. The method of claim 1 wherein each of said plurality of sales messages are  
15 embodied in at least one message object.
3. The method of claim 1 wherein before generating said performance for each of said plurality of sales messages, the method further comprises generating at least one power position, said power position configured to communicate at least one sales  
20 message that is unique to a company.

4. The method of claim 3 wherein said power position is comprised of a plurality of message objects.
5. The method of claim 1 wherein said structure is explained to said plurality of company representatives having access to said signal bearing media.
6. The method of claim 1 wherein said performance includes an audio performance.
7. The method of claim 1 wherein said performance includes a comment.
8. The method of claim 1 wherein said performance includes an audio component and a video component.
9. The method of claim 1 wherein said structure includes providing an agenda.
10. The method of claim 1 wherein said structure includes providing a big picture.
11. The method of claim 1 wherein said structure includes providing a plurality of credentials.

12. The method of claim 1 wherein said structure includes providing a grabber.

13. The method of claim 1 wherein said structure includes providing a review of one or more sales messages that were previously presented.

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14. The method of claim 1 wherein said structure includes providing a request for positive feedback from said prospect.

15. The method of claim 1 wherein said structure includes providing a response to  
10 negative feedback from said prospect.

16. The method of claim 1 further comprising receiving feedback about at least one of said plurality of sales messages.

15 17. The method of claim 16 wherein after receiving feedback, the method further comprises modifying one of said performances.

18. The method of claim 16 wherein after receiving feedback, the method further comprises modifying one of said plurality of sales messages.

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19. The method of claim 16 wherein after receiving feedback, the method further comprises generating a new message object.

20. The method of claim 1 further comprising permitting a portion of said plurality  
5 of company representatives to having limited access to said signal bearing media.

21. The method of claim 1 further comprising generating at least one illustrative sales presentation that conforms to said structure.

10 22. The method of claim 21 wherein each of said illustrative sales presentation have a particular length of time.

23. The method of claim 1 wherein said performance is performed by an “all-star” sales person.

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24. A method for delivering a sales presentation, comprising:  
providing a structure for said sales presentation;  
generating a plurality of sales messages that are organized according to said  
structure;

5 generating a performance for each of said plurality of sales messages;  
storing each of said performances in a searchable database;  
permitting a plurality of company representatives to access said searchable  
database; and

having at least one of said plurality of representatives communicate said sales  
10 presentation to a prospect.

25. The method of claim 24 wherein said plurality of company representatives are  
permitted to access said searchable database using the Internet.

15 26. The method of claim 24 wherein said plurality of company representatives are  
permitted to access said searchable database using an intranet.

27. The method of claim 24 wherein said plurality of company representatives  
using an extranet to access said searchable database are provided with limited access.

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28. The method of claim 24 wherein each of said plurality of sales messages are embodied in at least one message object.

29. The method of claim 24 wherein before generating said performance for each  
5 of said plurality of sales messages, the method further comprises generating at least one power position, said power position configured to communicate at least one sales message that is unique to a company.

30. The method of claim 29 wherein said power position is comprised of a plurality  
10 of message objects.

31. The method of claim 24 wherein said structure is explained to said plurality of company representatives having access to said signal bearing media.

15 32. The method of claim 24 wherein said performance includes an audio performance.

33. The method of claim 24 wherein said performance includes a comment.

20 34. The method of claim 24 wherein said performance includes an audio performance and a video performance.

35. The method of claim 24 further comprising receiving feedback about at least one of said plurality of sales messages.

5 36. The method of claim 35 wherein after receiving feedback, the method further comprises modifying one of said performances.

37. The method of claim 35 wherein after receiving feedback, the method further comprises modifying one of said plurality of sales messages.

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38. The method of claim 35 wherein after receiving feedback, the method further comprises generating a new message object.

39. The method of claim 24 further comprising permitting a portion of said  
15 plurality of company representatives to having limited access to said signal bearing media.

40. The method of claim 24 further comprising generating at least one illustrative sales presentation that conforms to said structure.

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41. The method of claim 40 wherein each of said illustrative sales presentation have a particular length of time.

42. The method of claim 24 wherein said performance is performed by an “all-star” sales person.

43. A system for delivering a sales presentation having a structure wherein said structure is used for organizing a plurality of sales messages that are communicated in said sales presentation, comprising:

10 a display configured to display a plurality of performances, wherein each of said plurality of performances is related to one of said plurality of sales messages;

a signal bearing media configured to store said plurality of performances;

an input device configured to permit a company representative to interact with said plurality of performances stored in said signal bearing media;

15 a central processing unit in communication with said signal bearing media, said central processing unit configured to permit said company representative to access said plurality of performances stored on said signal bearing media.

44. The system of claim 43 wherein said signal bearing media is a server.

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45. The system of claim 43 wherein said signal bearing media comprises a searchable database.

46. The system of claim 43 wherein at least one said plurality of performances is  
5 generated using a video recorder that records video and audio of said performance.

47. The system of claim 43 wherein said input device is configured to receive feedback from said company representative regarding at least one of said plurality of performances.

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48. The system of claim 43 wherein said display is configured to provide a virtual agent that explains said structure.

49. The system of claim 43 wherein said central processing unit resides on a server  
15 and said display resides on a client.

50. The system of claim 49 wherein said signal bearing media resides on said server.